

# 2.2 The Progressive Movement

1890-1920

# The New Consumer





# Mass Culture

Electricity led to factories operating more efficiently & for longer hours.

⊕ Production increase = more stuff to sell

People started to wear pre-made clothes, paying attention to the latest styles and going out at night.

Movies, radio, and mail order catalogs encouraged people to wear the same fashions, buy the same products, and dance the latest dances.

⊕ The US began to develop a national consumer culture

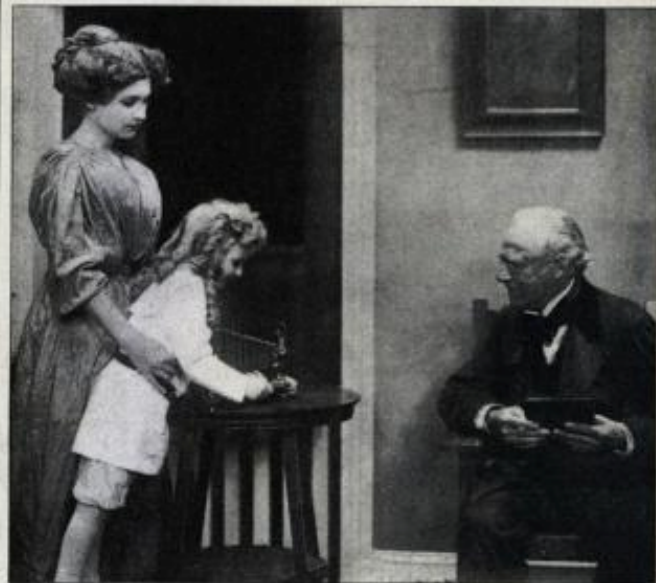


Coca Cola





Water



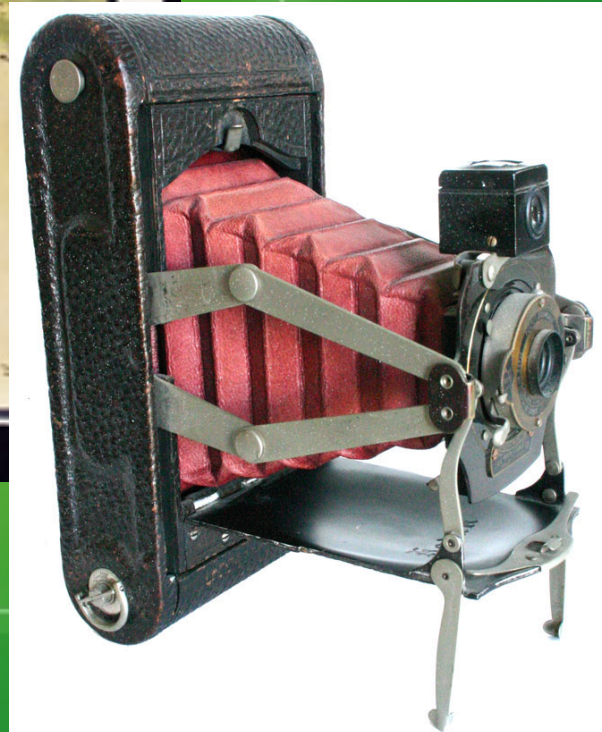
## At Home with THE KODAK

Make Kodak your family historian. Start the history on Christmas day, the day of home gathering, and let it keep for you an intimate pictorial history of the home and all who are in it. Make somebody happy with a Kodak this year—the pictures will serve to make many people happy in the years that follow.

Unless you are already familiar with Kodakery, you will find the making of home portraits much simpler than you imagine—so simple, indeed, that the novice often gets the credit of being an expert. To make it still simpler we are issuing a beautifully illustrated little book that talks about home portraiture in an understandable way that will prove helpful to any amateur. Whether you already have a Kodak or not we would like you to have a copy of this book.

Ask your dealer or write us for a free copy of "At Home with the Kodak."

EASTMAN KODAK CO., ROCHESTER, N. Y., The Kodak City.



## Kodak Cameras







# Jewelry Boxes



# SEARS, ROEBUCK AND CO.

## CHEAPEST SUPPLY HOUSE

INCORPORATED

AUTHORIZED AND INCORPORATED UNDER THE LAWS OF ILLINOIS

ON EARTH OUTLINE REACHES AROUND THE WORLD

WITH A CAPITAL OF \$150,000.00 PAID IN FULL

REFERENCE BY SPECIAL PERMISSION

NATL BANK OF THE REPUBLIC CHICAGO  
METROPOLITAN NATL BANK  
NATL BANK OF ILLINOIS  
GERMAN EXCHANGE BANK NEW YORK

### CONSUMERS GUIDE

Our stock includes all kinds, Catchers, Basemen's, Infielders' Mitts, as well as Infielders' gloves, all of the very best that can be made. Special inducements to clubs purchasing \$20.00 or more at one time. Our terms on all orders of \$5.00 or more are very liberal. C. O. D. subject to examination on receipt of one-fourth of order.

62 & 90 TULON  
73 & 87 DESPLAINES  
and 17 to 31 WAYMAN STREET  
CHICAGO, ILL. U.S.A.

CATALOGUE No 105

The "Morrill."

Cover of Sears, Roebuck catalog, 1897.

## SEARS, ROEBUCK & CO., (Incorporated), Cheapest Supply House on Earth, Chicago, 695

No. 894. "Boys' Lively" Ball, a high bouncer; well made and durable. Our special price, each 3c; per dozen, 30c; postage, 5c.  
No. 895. "Buckey's" Ball, the best anywhere at twice the price. Each, 5c; per doz., 50c; postage, 5c.  
No. 896. "Dandy" Ball, made with a thick two-piece cover. Each, 4c; per doz., 40c; postage, 5c.  
No. 897. "Boss" Ball, a good one; knock around and is worth three times its price. Each, 3c; per dozen, 30c; postage, 5c.

### BASE BALL BATS.

No. 898. Genuine Spalding League Model Bat, made of finest selected and season timber, oil finish. This is the finest and best balanced bat made and will stand harder usage than any other bat on the market. Each bat in a separate bag. Lengths, 34, 34.5 and 35 inches. Each.....\$2.15

No. 899. Spalding's Black End Wagon Tongue Bat, Genuine League quality, made of finest straight grained ash, set for a better grip. Retail at twice our price. Each.....\$2.00

No. 900. Spalding's Black End "Axletree" Bat, made of finest, straight grained ash, improved model. The finest bat ever sold at anything like the price, and one that will please amateur and professional alike. Each.....\$2.00

No. 906. Spalding's Black End "Antique" Finish Bat, made of extra quality ash. Very strong and well made. Each.....\$2.00

No. 897. Spalding's Black End Willow Bat, very highly finished with shellac and polished. The best and strongest light bat ever sold. Each.....\$2.00  
No. 898. Spalding's Black End Boys' "Axletree" Bat, very fine, extra quality ash, length 34 and 35 inches. A special grade that will give best satisfaction. Each.....\$2.00  
No. 899. Spalding's Black End "Antique" Finish Bat, made of extra quality ash. Very strong and well made. Each.....\$2.00

No. 899. Spalding's Black End Boys' Maple Bat, plain finish with gilt stripes, a dandy bat for a few pennies. Each.....\$0.94 Per dozen.....\$9.45

### BASE BALL MITTS.

Our stock includes all kinds, Catchers, Basemen's, Infielders' Mitts, as well as Infielders' gloves, all of the very best that can be made. Special inducements to clubs purchasing \$20.00 or more at one time. Our terms on all orders of \$5.00 or more are very liberal. C. O. D. subject to examination on receipt of one-fourth of order.

### SPALDING'S CATCHERS' MITTS.

All of our Mitts are furnished for either the right or left hand. The Left Hand Mitt is furnished under otherwise ordered. No Throwing Glove furnished with any of our Mitts this season.

No. 891. Basemen's Mitt. This Mitt bearing the trade mark of our highest quality goods is sufficient guarantee that it is the most perfect glove. All its details that our past experience enables us to produce. The leather of the palm, the padding and workmanship of the lace back make it—as we intend it shall be—the "Paragon" of Catchers' Mitts. Made in rights and lefts. Regular price, \$2.50. Our price, each.....\$2.00  
No. 892. The "Morrill" Mitt is after the design of the well-known ball player, John Morrill. It is made throughout of fine quality buckskin, is very heavily padded with the softest felt, and thumb need to palm to prevent ripping. An extremely easy fitting mitt. Made in rights and lefts. Each laced back. Each.....\$4.50

The "Morrill."

Base Ball Mitts.—Continued.  
No. 894. League Mitt. It is made throughout of especially tanned and selected hogskin, making a strong and durable mitt, at the same time being very soft and pliable. It has our patent lace back and heavily padded. Made in rights and lefts. Each.....\$2.15  
No. 895. The Spalding Mitt, face, sides and finger-pieces are made of velvet tanned deer skin, and the back of fine hogskin, making an exceedingly easy-fitting and durable mitt. It has our patent lace back and well padded. Made in rights and lefts. Each.....\$2.15  
No. 896. Spalding's "Decker" Patent Mitt is made exactly the same as our No. 895 Mitt, with the addition of a heavy piece of sole leather on hand for extra protection to the hand and fingers, as shown in cut. It has as well the patent lace back, and is extremely well padded. Made in rights and lefts. Each.....\$2.50  
No. 897. Spalding's Amateur Mitt is made of extra quality selected buck, perspiration proof and extremely tough and durable. It has our patent lace back, reinforced at thumb and well made padded. Made in rights and lefts. Each.....\$2.15  
No. 898. The Spalding Practice Mitt. The face and finger-pieces of our Practice Mitt are made of light brown tanned suede leather, the edge strip and back of extra tanned suede. It has our patent lace back, reinforced at thumb and substantially padded. Made in rights and lefts. Each.....\$2.50



No. 896.

No. 897. Spalding's Boys' Catchers' Mitts. The face and finger-pieces of our Boys' Catchers' Mitts are made of light brown tanned suede leather, the edge strip and back of extra tanned suede. It has our patent lace back, reinforced at thumb and substantially padded. Made in rights and lefts. Each.....\$2.50



No. 897.

### SPALDING'S BOYS' CATCHERS' MITTS.

No. 898. Spalding's "Decker" Patent Boys' Catchers' Mitt. The face and finger-pieces are made of velvet tanned deer skin, the back of fine hog skin, very soft and perspiration proof. The heavy piece of sole leather on back affords extra protection to hand and fingers. It has the patent lace back and is extra well padded. Made in rights and lefts. Each.....\$1.50  
No. 899. Spalding's Boys' Mitt. The face and finger-pieces of our Boys' Mitt are made of light brown tanned suede leather, the back and edge strip of extra tanned suede. It has our patent lace back, well padded and finished and reinforced at thumb. Made in rights and lefts, and little larger in size than our regular Boys' Mitts. Each.....\$1.50



No. 898.



No. 899.

No. 892. Spalding's Boys' Mitt. Front and back made of extra tanned leather, the edge strip of lighter tanned leather. Well made throughout, heavily padded and superior to any boys' mitt ever offered at the price. Each.....\$2.00



No. 892.

No. 893. Basemen's Mitt, made of fine selected and specially tanned calfskin. It is made throughout and padded to meet the special requirements of a basemen's mitt. It adapts itself easily to the formation of the hand without undue straining, and the addition of our patent lace back and "Highest Quality" trade mark is a sufficient guarantee of its quality and merits. Made in rights and lefts. Each.....\$3.50



No. 893.

### SPALDING'S BASEMEN'S AND INFELDERS' MITTS.

No. 894. Mitt, made of the very best and quality as our No. 892 mask, except the thumb and at wrist are extra well padded with the finest quality felt making it a very safe and easy fitting mitt combined with strength and durability. The mitt throughout is of the best workmanship, as indicated by our "Highest Quality" trade mark. Made in rights and lefts. Each.....\$2.50



No. 894.

Base Ball Mitts.—Continued.  
No. 895. Spalding's Basemen's and Infielders' Mitt is constructed throughout of velvet tanned deer skin and edges moreover bound. It is well padded with fine felt and carefully sewed and finished. Made in rights and lefts. Each.....\$2.50  
No. 896. Spalding's Basemen's and Infielders' Mitt, made of good quality suede leather, nicely padded, and constructed throughout in a most substantial manner, making an exceedingly good mitt at a popular price. Made in rights and lefts. Each.....\$2.50



No. 895.



No. 896.



No. 897.



No. 898.



No. 899.



No. 900.

### SPALDING'S BOYS' CATCHERS' MITTS.

No. 898. Spalding's Boys' Catchers' Mitt. The face and finger-pieces are made of velvet tanned deer skin, the back of fine hog skin, very soft and perspiration proof. The heavy piece of sole leather on back affords extra protection to hand and fingers. It has the patent lace back and is extra well padded. Made in rights and lefts. Each.....\$1.50



No. 898.



No. 899.



No. 900.

### SPALDING'S BASEMEN'S AND INFELDERS' MITTS.

No. 894. Mitt, made of the very best and quality as our No. 892 mask, except the thumb and at wrist are extra well padded with the finest quality felt making it a very safe and easy fitting mitt combined with strength and durability. The mitt throughout is of the best workmanship, as indicated by our "Highest Quality" trade mark. Made in rights and lefts. Each.....\$2.50



No. 894.

WE ARE SELLING AGENTS FOR THE CELEBRATED WINCHESTER REPEATING SHOT GUNS AND RIFLES, AND MARLIN REPEATING RIFLES.

Sports Equipment

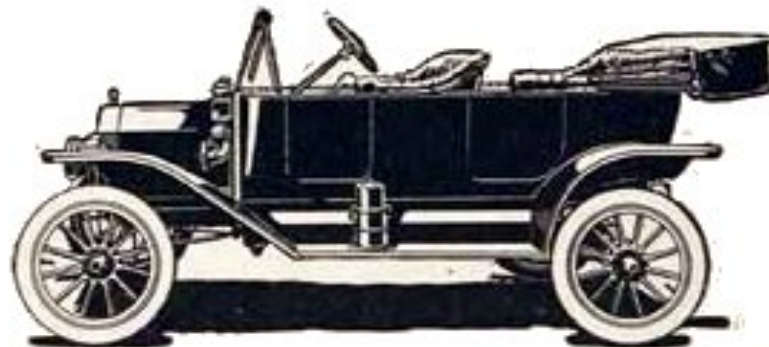




**Buy It Because  
It's a Better Car**

Model T \$650  
Touring Car  
f.o.b. Ford,  
Ontario

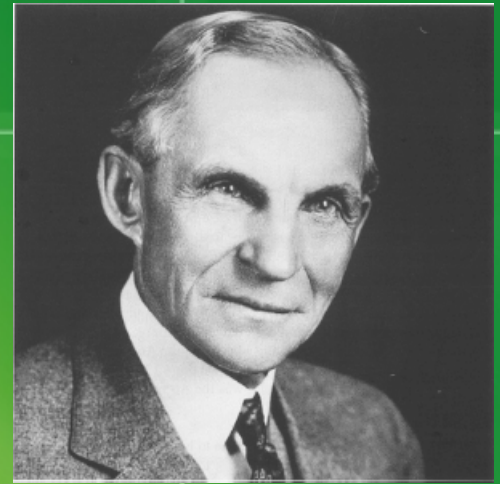
Get particulars from Ford Motor Co. of Canada, Ltd. Ford, Ont.



The Famous Ford Model-T



# Henry Ford

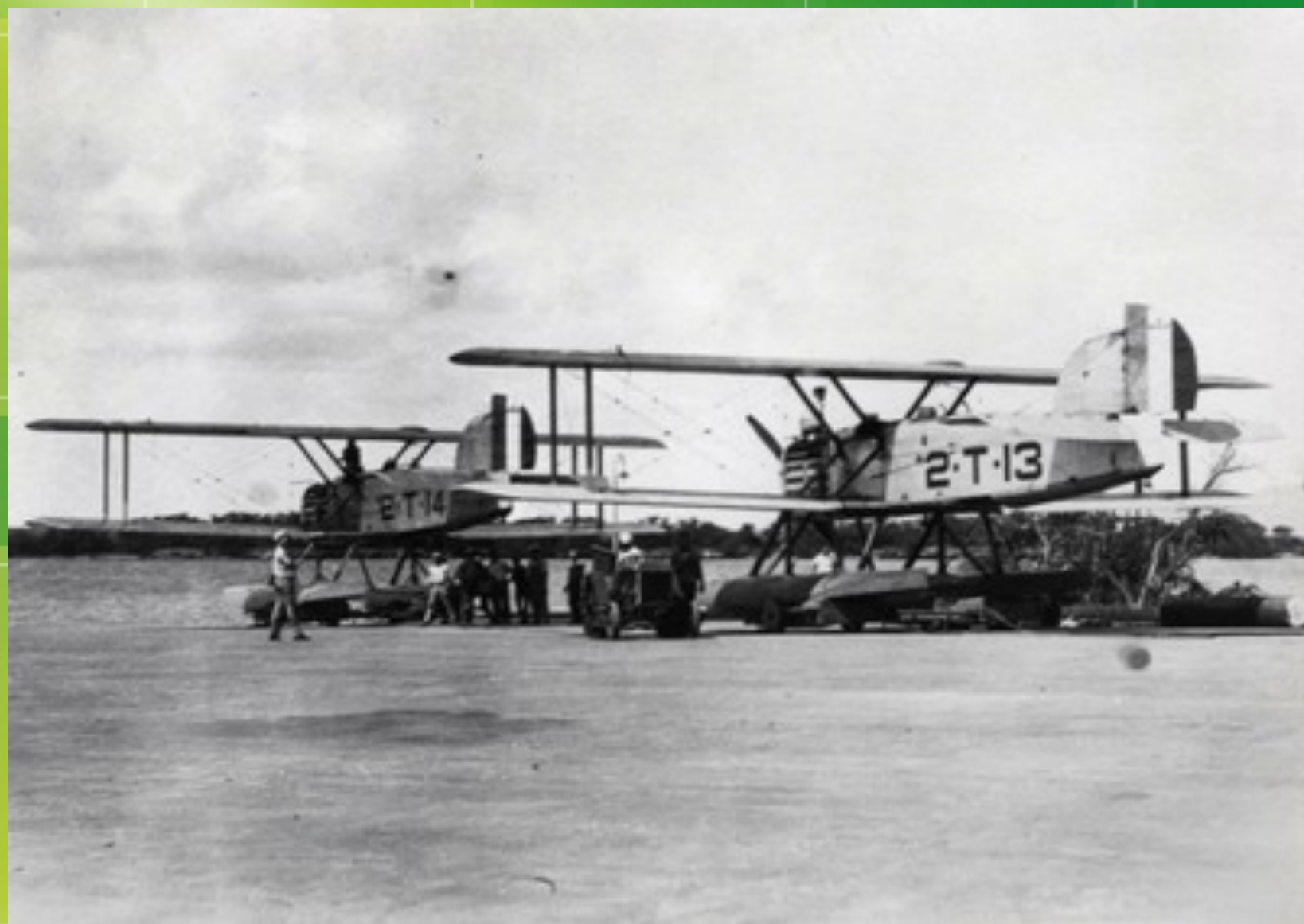


- ⊕ Not just a cool car, the Model T revolutionized consumerism.
- ⊕ New assembly line production allowed parts to move down a conveyor belt while workers manned stations & repeated the same task all day.
- ⊕ This new mass production technique made the car super cheap & Ford wanted everyone to buy one, even his workers!
- ⊕ So, Ford decided to pay his workers an incredible, unheard of \$5 a day!! (workers-as-consumers)
- ⊕ With workers making more money, businesses realized they could sell more stuff!

# Air Travel Begins

- ⊕ The Wright Brothers conducted their first successful flight in North Carolina in 1903.
- ⊕ By 1926, commercial air travel was being used by businessmen and wealthy passengers to move around the world faster than ever before.

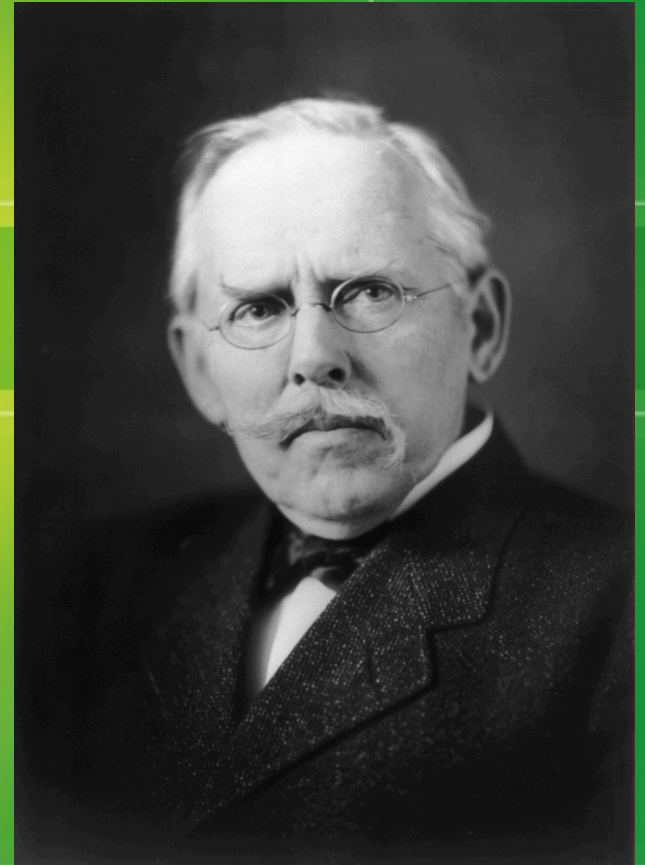




# Jacob Riis

⊕ *How the Other Half Lives*  
(1890)

⊕ Wrote books and published photographs that drew attention to the horrible living conditions in city tenements.









*Bandit's Roost, 1889*



# Jane Addams



- ✦ Established the Hull House in Chicago, which served as a center for social services in poor working-class neighborhoods.
- ✦ **IMPACT:** Other settlement houses were inspired by the Hull House and pushed for reforms in cities across the nation.

# Triangle Shirtwaist Factory Fire



- ⊕ In 1911, a fire broke out at the Triangle Shirtwaist Company in NYC. 500 seamstresses had been locked in on the 9th floor to prevent stealing or unauthorized breaks.
- ⊕ As the women tried to escape the fire, the fire escapes collapse. 146 people died.
- ⊕ **IMPACT:** Public outcry demanded reforms for safer working conditions.







Photograph by the International Ladies' Garment Workers' Union



# The Rise of Progressivism

Extreme inequality showcased the problems of industrialization.

While millionaires spent \$25,000 on a bed and politicians robbed city treasuries, workers suffered from poverty and dangerous working conditions.



Reformers began to question the Social Darwinism ideas of the Gilded Age.

# Progressives

Urban, Northeast, educated, middle-class, Protestant reformers



Believed that laissez-faire, Social Darwinist ideas were morally wrong

Believed that people could use the government to correct problems caused by human nature or the free market.

Preached a social gospel theory that Christians have a moral obligation to help those in need.



# Muckrakers



Investigated and reported the injustices of the Gilded Age system.

Lincoln Steffens published *The Shame of the Cities* (1904) to expose how city politicians and business leaders worked together to keep power and exploit the city treasury.

⊕ IMPACT: Public outcry led to more professionalized city governments.

# Muckrakers



Ida Tarbell published *History of the Standard Oil Company* (1904) to document John D. Rockefeller's rise to wealth and power. Many of Rockefeller's techniques were exposed as illegal or unethical.

- ⊕ IMPACT: The Supreme Court ruled in 1911 that the Standard Oil trust was an illegal monopoly that should be dissolved.



# Muckrakers



Socialist Upton Sinclair published *The Jungle* (1906) to expose the labor abuses and dangerous working conditions in the meatpacking industry of Chicago.

Americans were especially outraged over Sinclair's descriptions of how the meat was processed.

- ⊕ Spoiled meat covered with chemicals
- ⊕ All parts of animals ground up
- ⊕ Non-edible additives to add weight
- ⊕ Rats, excrement & filthy water

⊕ **IMPACT:** Pure Food & Drug Act and Meat Inspection Act







Theodore Roosevelt



William Howard  
Taft



Woodrow Wilson

# Progressive Presidents

# Teddy Roosevelt's "Square Deal"

"When I say I believe in a square deal, I do not mean to give every man the best hand. If good cards do not come to any man, or if they do come, and he has not got the power to play them, that is his affair. All I mean is that there shall be no crookedness in the dealing."

-Theodore Roosevelt





# Roosevelt as a Progressive

## ⊕ Anthracite Coal Strike (1902)

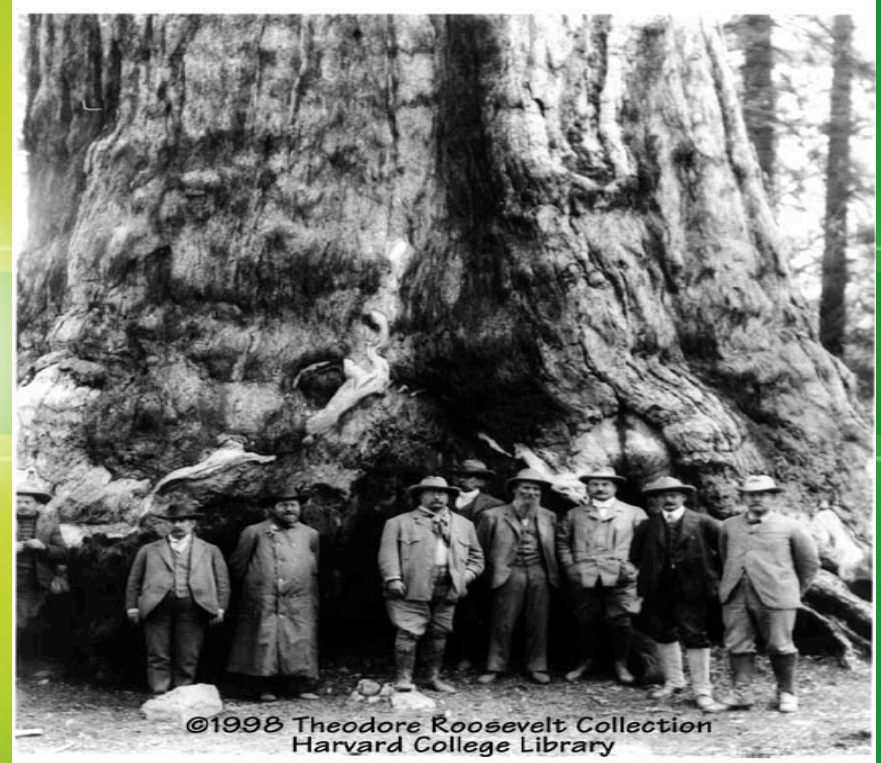
- ⊕ Coal miners went on strike for better pay, shorter hours, and recognition of the United Mine Workers union.
- ⊕ Roosevelt pressured J.P. Morgan to compromise on a 10% increase in wages.
- ⊕ IMPACT: First time a president sided with laborers in a nationally-publicized strike.

## ⊕ *Northern Securities v. US (1904)*

- ⊕ Roosevelt's administration sues J.P. Morgan for his monopoly of railroad shipping. Supreme Court votes to dissolve Morgan's Northern Securities Company.

# Roosevelt as a Progressive

Teddy Roosevelt with  
John Muir



Conservation of natural resources  
by establishing national parks



# Taft as a Progressive

## ⊕ Mann-Elkins Act (1910)

- ⊕ Strengthened regulation of railroad, telegraph & telephone companies

## ⊕ *American Tobacco v. US (1911)*

- ⊕ Suit brought by Taft administration against James Duke's tobacco monopoly. Supreme Court ruled to break up the trust.

## ⊕ Payne-Aldrich Tariff (1912)

- ⊕ Failed to lower tariffs as much as hoped. Taft lost Progressive support over this issue in the 1912 election.

# Election of 1912

- ⊕ Progressives form a new party, nicknamed the **“Bull Moose” Party** after they nominated Roosevelt to run for president against Taft.
  - ⊕ Progressive Platform: improved working conditions, more regulation, women’s suffrage, no child labor
- ⊕ With the Republican vote split between Taft and Roosevelt, Democrat candidate Woodrow Wilson won the election.
  - ⊕ Democrat Platform: Attack the “Triple Wall of Privilege” (tariff, banks & trusts) without threatening free economic competition (New Freedom)



# Wilson as a Progressive

- ⊕ Federal Reserve Act (1913) to oversee the banking industry and make currency more flexible
- ⊕ Clayton Antitrust Act (1914) made workers' strikes, pickets & boycotts legal and outlawed using antitrust laws to break up strikes and labor unions

# Wilson as a Progressive

- ⊕ 16th Amendment (1913) to collect income taxes
- ⊕ 17th Amendment (1913) for direct election of Senators
- ⊕ 18th Amendment (1919) to outlaw the manufacture, sale & transport of alcohol (Prohibition)
  - ⊕ Volstead Act passed by Congress to enforce the 18th amendment
- ⊕ 19th Amendment (1920) guaranteed the right to vote for women



# Progressive Local Government

- ⊕ Robert La Follette initiated many of the Populist reforms in Wisconsin
  - ⊕ Direct primary, referendum, recall, initiative, secret ballot
  - ⊕ IMPACT: Setting an example for the nation
- ⊕ Commission, or city council, elected by the people to run the city instead of an individual mayor
  - ⊕ City manager hired as a professional to run the government's treasury; answered to the council
  - ⊕ IMPACT: Less corruption & political machines